

# Regional Profile: SOUTH AMERICA

## TOTAL ALL SOUTH AMERICAN ARRIVALS TO THE U.S.

### TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	2,941	2,531	1,815	1,522	1,645	1,820	1,928	-1,014
% Change	8%	-14%	-28%	-16%	8%	11%	6%	-34%

### TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts <sup>1</sup>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
% Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts (at U.S. destinations)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

### SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change <sup>2</sup>
Travel Agency	42%	51%	-8 pts.
Airlines Directly	31%	26%	5 pts.
Personal Computer	19%	16%	3 pts.
Friends/Relatives	14%	17%	-3 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Leisure/Rec./Holidays	36%	34%	2 pts.
Visit Friends/Relatives (VFR)	27%	30%	-3 pts.
Business/Professional	24%	22%	2 pts.
Convention/Conference	6%	9%	-3 pts.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Leisure/Rec./Holidays	48%	48%	0 pts.
Visit Friends/Relatives (VFR)	35%	43%	-8 pts.
Business/Professional	28%	26%	2 pts.
Convention/Conference	9%	11%	-3 pts.
NET PURPOSES OF TRIP:			
Business & Convention	33%	35%	-2 pts.
Leisure & VFR	72%	76%	-5 pts.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Rented Auto	37%	36%	1 pt.
Taxi/Cab/Limousine	28%	30%	-2 pts.
Airlines in U.S.	27%	29%	-1 pt.
Company or Private Auto	27%	28%	-1 pt.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change <sup>2</sup>
Shopping	88%	84%	4 pts.
Dining in Restaurants	78%	72%	6 pts.
Amusement/Theme Parks	40%	34%	6 pts.
Visit Historical Places	37%	30%	7 pts.
Sightseeing in Cities	32%	29%	2 pts.
Visit Small Towns	25%	26%	-2 pts.
Art Gallery/Museum	18%	21%	-3 pts.
Cultural Heritage Sites	15%	9%	6 pts.
Concert/Play/Musical	14%	20%	-6 pts.
Nightclubs/Dancing	13%	19%	-6 pts.

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SELECTED TRAVELER CHARACTERISTICS	2006	2005	% Point Change or % Change <sup>2</sup>
Advance Trip Decision Time (mean days)	58	53	5 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	9%	0%	9 pts.
First International Trip to the U.S.	16%	12%	4 pts.
Length of Stay in U.S. (mean nights)	19.4	20.2	-1 night
Length of Stay in U.S. (median nights)	10.0	10.0	0 nights
Number of States Visited (% 1 state)	74%	71%	3 pts.
Average Number of States Visited	1.4	1.4	0 states
Hotel/Motel (% 1+ nights)	73%	67%	6 pts.
Average # of Nights in Hotel/Motel	7.6	7.3	0 nights
Travel Party Size (mean # of persons)	1.4	1.4	0 persons
Gender: % Male	60%	62%	-2 pts.
Household Income (mean average)	\$69,000	\$63,800	\$5,200
Household Income (median average)	\$52,700	\$45,500	\$7,200
Average Age: Female	39	42	-2 years
Average Age: Male	43	42	1 year

VISITATION TO U.S. DESTINATIONS <sup>3</sup>	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
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REGIONS				
SOUTH ATLANTIC	**	**	55.9%	1,078
MIDDLE ATLANTIC	**	**	24.5%	472
STATES / TERRITORIES				
Florida	**	**	48.2%	929
New York	**	**	22.2%	428
CITIES				
Miami	**	**	40.9%	788
New York City	**	**	22.1%	426

**Notes:**

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed.  
Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (n/a) Estimate not yet available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a few of the 35 travel characteristics data reported on international arrivals to the U.S.  
Additional information may be obtained for a fee. To learn more, please visit our website:  
<http://tinet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:  
<http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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